

LAMPIRAN

Lampiran 1

KUESIONER

Petunjuk Pengisian

1. Skala ini bukanlah suatu tes atau kegiatan untuk mengetes Bapak/Ibu/Sdr/i, sehingga tidak ada jawaban salah/benar, baik/buruk jika memang hal tersebut sesuai dengan keadaan diri anda sendiri.
2. Isilah identitas dengan lengkap sesuai dengan instruksi yang tercantum. Jika Bapak/Ibu/Sdr/i kurang berkenan untuk mencantumkan nama, maka silahkan menggunakan inisial saja.
3. Pilihlah alternatif jawaban yang paling sesuai dengan keadaan atau kenyataan diri Bapak/Ibu/Sdr/i saat ini. Jawaban yang Bapak/Ibu/Sdr/i berikan merupakan suatu kerahasiaan sehingga tidak akan diberitahukan kepada siapa pun. Dimana pilihan terdiri dari:

SS : Sangat Setuju

S : Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju
4. Diharapkan tidak ada satu nomor pun yang terlewatkan dalam mengisi.
5. Gunakan tanda (\surd) untuk jawaban yang anda pilih.
6. Kriteria responden:
 1. Penduduk Kota Malang
 2. Laki-laki/Perempuan

3. Usia minimal 17 tahun
4. Pernah berbelanja di *e-commerce* matahari.com selama *season* Ramadan 2020

Bagian I

Nama :

No. Telepon :

Umur :

Jenis Kelamin :

Pekerjaan : Pelajar/Mahasiswa ()

Karyawan ()

Wiraswasta ()

Freelance ()

Ibu Rumah Tangga ()

Lainnya (sebutkan) :

Bagian II

Peningkatan Penggunaan

No.	Pernyataan	SS	S	TS	STS
1.	Saya tidak segan membeli banyak barang di toko <i>online</i> Matahari.com karena lebih banyak pilihan.				
2.	Saya lebih banyak membeli sesuatu melalui toko <i>online</i> Matahari.com dari pada membeli barang melalui toko <i>offline</i> karena bisa menjaga kerahasiaan barang yang saya beli.				

3.	Saya lebih senang berbelanja <i>online</i> di Matahari.com daripada di toko <i>offline</i> .				
4.	Saya berbelanja lebih dari 1 kali dalam seminggu.				
5.	Saya biasa membeli banyak jika ada tambahan diskon.				

Bagian III

Loyalitas

No.	Pernyataan	SS	S	TS	STS
1.	Saya mempunyai toko <i>online</i> langganan.				
2.	Saya hanya berbelanja di toko <i>online</i> yang saya percaya.				
3.	Saya akan lebih memilih toko <i>online</i> Matahari.com daripada toko <i>online</i> lain.				
4.	Matahari.com merupakan pilihan utama saya.				
5.	Saya tidak akan beralih ke toko <i>online</i> lain.				

Bagian IV

Word Of Mouth

No.	Pernyataan	SS	S	TS	STS
1.	Saya memberi saran kepada orang lain tentang toko <i>online</i> yang bagus.				
2.	Saya suka membicarakan tentang keunggulan barang-barang yang saya beli melalui toko <i>online</i> Matahari.com.				

3.	Orang-orang di sekitar saya memberi tahu saya toko <i>online</i> yang menurutnya bagus.				
4.	Orang-orang di sekitar saya melarang saya berbelanja melalui media <i>online</i> .				
5.	Saya mengajak orang lain untuk berbelanja <i>online</i> di Matahari.com.				

Bagian V

Repurchase

No.	Pernyataan	SS	S	TS	STS
1.	Saya tetap membeli melalui Matahari.com karena mereka tepat waktu dalam mengirimkan barang yang saya beli.				
2.	Saya tetap membeli melalui Matahari.com karena barang yang ditawarkan berkualitas.				
3.	Saya tetap membeli melalui Matahari.com karena harganya lebih murah.				
4.	Saya tidak ragu untuk berbelanja lagi di toko <i>online</i> Matahari.com karena saya percaya kepada mereka.				
5.	Saya rutin berbelanja <i>online</i> di Matahari.com.				

Lampiran 2

No.	Indikator Kepuasan Konsumen																				Σ
	ite m1	ite m2	ite m3	ite m4	ite m5	ite m6	ite m7	ite m8	ite m9	ite m10	ite m11	ite m12	ite m13	ite m14	ite m15	ite m16	ite m17	ite m18	ite m19	ite m20	
1	3	4	3	3	4	4	3	3	3	3	4	3	3	2	3	3	3	3	3	3	3.15
2	3	3	3	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2.9
3	3	2	2	2	4	2	3	2	2	2	3	2	3	2	2	3	2	2	3	2	2.4
4	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2.9
5	4	3	3	2	3	4	4	3	3	2	4	3	3	3	3	3	3	4	4	1	3.1
6	3	3	3	2	4	2	3	3	3	3	3	3	2	2	3	3	4	3	3	3	2.9
7	3	4	4	2	3	3	4	4	4	4	3	3	3	3	3	4	4	3	3	3	3.35
8	3	3	3	2	4	3	3	3	3	3	3	3	2	2	3	3	4	3	3	2	2.9
9	3	3	3	2	4	4	4	3	2	4	3	3	3	2	3	3	3	3	3	2	3
10	3	4	3	2	3	3	4	3	3	3	4	4	4	2	4	3	3	3	3	3	3.2
11	3	3	3	3	4	3	4	3	3	3	4	3	4	4	3	3	3	3	3	3	3.25
12	3	2	2	2	3	2	3	3	3	2	3	3	3	1	3	3	4	3	4	2	2.7
13	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2.9
14	3	2	2	2	4	3	3	4	3	2	4	4	3	1	3	4	4	3	3	2	2.95
15	3	3	3	3	3	2	3	3	3	2	3	3	3	2	3	3	3	3	3	2	2.8
16	3	3	2	2	4	3	4	3	3	2	3	3	4	3	3	3	3	2	3	2	2.9
17	3	3	3	3	3	3	2	3	3	3	3	3	4	2	2	4	4	4	4	4	3.15
18	3	3	4	2	3	3	3	2	2	2	3	2	3	2	2	3	3	3	3	2	2.65

19	4	3	4	3	4	4	4	3	3	3	4	4	4	2	4	3	4	3	3	4	3.5
20	3	3	3	2	4	3	4	3	3	2	4	3	4	1	3	3	3	3	4	2	3
21	3	2	2	4	3	3	3	2	2	2	3	2	3	2	2	3	2	2	2	2	2.4 5
22	2	2	2	1	4	4	4	2	1	3	2	2	2	1	3	3	3	3	3	3	2.5
23	3	3	2	2	3	3	3	2	2	3	3	3	3	2	3	3	3	3	3	2	2.7
24	2	2	2	3	4	4	4	3	2	3	3	2	2	2	2	2	3	3	4	2	2.7
25	2	3	2	1	2	2	3	2	2	2	3	3	3	3	2	2	2	3	2	2	2.3
26	3	3	2	2	3	2	3	3	3	3	3	3	3	2	3	3	3	3	3	2	2.7 5
27	2	2	2	2	3	2	3	3	2	2	3	3	3	2	3	3	3	3	3	2	2.5 5
28	2	2	2	2	3	4	4	2	2	2	3	3	4	2	3	3	3	3	3	3	2.7 5
29	2	3	2	2	3	3	3	3	3	3	3	3	3	2	3	3	3	2	3	3	2.7 5
30	2	3	3	2	4	2	4	4	4	4	4	4	3	2	3	4	4	4	4	3	3.3 5
31	3	3	4	2	4	4	4	3	2	2	4	3	3	2	3	4	4	3	3	2	3.1
32	4	4	4	3	4	3	4	3	3	2	3	3	2	2	3	3	3	2	3	3	3.0 5
33	4	4	4	3	4	3	4	3	3	2	3	3	2	2	3	3	3	2	3	3	3.0 5
34	2	2	2	3	4	3	3	2	2	3	3	3	4	2	2	3	3	3	4	2	2.7 5
35	2	2	2	1	3	3	3	2	1	2	3	2	2	2	2	2	2	2	2	2	2.1
36	3	3	4	1	3	3	3	2	2	2	3	3	3	2	3	3	3	3	3	2	2.7
37	3	4	3	2	3	3	4	3	3	3	4	4	4	2	4	3	3	3	3	3	3.2
38	3	4	3	2	3	2	4	3	3	2	3	3	3	2	3	2	3	2	2	2	2.7

39	3	3	3	2	3	2	3	3	2	2	3	3	3	2	3	3	3	3	3	2	2.7
40	3	3	4	2	3	3	3	2	2	2	3	2	3	2	2	3	3	3	3	2	2.6 5
41	3	2	2	2	3	1	4	3	2	2	4	3	3	2	3	2	3	3	3	2	2.6
42	2	3	3	3	4	2	4	4	4	3	4	3	2	2	4	4	3	4	4	3	3.2 5
43	3	3	2	2	4	3	4	3	3	2	4	3	3	1	3	3	3	3	4	2	2.9
44	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.0 5
45	3	3	4	1	3	3	3	2	2	2	3	3	3	2	3	3	3	3	3	2	2.7
46	3	3	2	2	4	3	4	3	3	2	3	3	4	3	3	3	3	2	3	2	2.9
47	3	3	4	2	3	3	3	2	2	2	3	2	3	2	2	3	3	3	3	2	2.6 5
48	4	4	3	3	4	3	4	3	3	2	4	3	4	1	3	3	3	3	3	2	3.1
49	2	2	2	2	4	2	3	3	3	2	3	3	3	2	4	4	4	4	4	2	2.9
50	2	2	2	2	2	3	3	1	1	1	3	2	4	2	1	2	2	2	2	2	2.0 5
51	3	2	2	2	3	2	2	4	4	3	4	3	3	3	4	3	4	3	4	3	3.0 5
52	3	3	3	2	2	4	2	2	3	3	3	3	3	3	2	2	4	4	3	3	2.8 5
53	4	3	2	2	2	2	3	3	3	3	3	3	2	2	2	4	4	4	3	3	2.8 5
54	3	3	3	3	3	3	4	4	2	3	3	3	2	2	2	4	4	4	2	2	2.9 5
55	2	3	3	2	3	3	3	3	3	2	3	3	3	3	3	4	3	3	3	3	2.9
56	3	3	3	3	4	3	3	2	2	3	3	3	3	2	3	3	3	3	3	2	2.8 5

57	2	2	2	3	3	3	2	4	4	3	2	2	3	3	3	3	3	2	1	1	2.5 5
58	3	3	3	3	2	3	2	2	3	3	4	4	4	4	4	3	3	3	3	3	3.1
59	3	3	3	3	3	2	2	2	3	2	3	4	3	4	2	2	3	3	1	2	2.6 5
60	3	4	3	3	4	4	3	3	3	3	4	3	3	2	3	3	3	3	3	3	3.1 5
61	3	3	3	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2.9
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66	3	4	4	2	3	3	4	4	4	4	3	3	3	3	3	4	4	3	3	3	3.3 5
67	3	3	3	2	4	3	3	3	3	3	3	3	2	2	3	3	4	3	3	2	2.9
68	3	3	3	2	4	4	4	3	2	4	3	3	3	2	3	3	3	3	3	2	3
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70	3	3	3	3	4	3	4	3	3	3	4	3	4	4	3	3	3	3	3	3	3.2 5
71	3	2	2	2	3	2	3	3	3	2	3	3	3	1	3	3	4	3	4	2	2.7
72	4	3	4	3	4	4	4	3	3	3	4	4	4	2	4	3	4	3	3	2	3.4
73	3	3	3	2	4	3	4	3	3	2	4	3	4	1	3	3	3	3	4	3	3.0 5
74	3	2	2	4	3	3	3	2	2	2	3	2	3	2	2	3	2	2	2	2	2.4 5
75	2	2	2	1	4	4	4	2	1	3	2	2	2	1	3	3	3	3	3	3	2.5
76	3	3	2	2	3	3	3	2	2	3	3	3	3	2	3	3	3	3	3	3	2.7 5

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78	3	4	3	3	4	4	3	3	3	3	4	3	3	2	3	3	3	3	3	3	3.1 5
79	3	3	3	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2.9
80	3	2	2	2	4	2	3	2	2	2	3	2	3	2	2	3	2	2	3	2	2.4
81	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2.9
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83	3	3	3	2	4	2	3	3	3	3	3	3	2	2	3	3	4	3	3	3	2.9
84	3	4	4	2	3	3	4	4	4	4	3	3	3	3	3	4	4	3	3	3	3.3 5
85	3	3	3	2	4	3	3	3	3	3	3	3	2	2	3	3	4	3	3	2	2.9
86	3	3	3	2	4	4	4	3	2	4	3	3	3	2	3	3	3	3	3	2	3
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88	3	3	3	3	4	3	4	3	3	3	4	3	4	4	3	3	3	3	3	3	3.2 5
89	3	2	2	2	3	2	3	3	3	2	3	3	3	1	3	3	4	3	4	2	2.7
90	3	4	3	3	4	4	3	3	3	3	4	3	3	2	3	3	3	3	3	3	3.1 5
91	3	3	3	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	2.9
92	3	2	2	2	4	2	3	2	2	2	3	2	3	2	2	3	2	2	3	2	2.4
93	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2.9
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96	3	4	4	2	3	3	4	4	4	4	3	3	3	3	3	4	4	3	3	3	3.3 5
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100	3	3	3	3	4	3	4	3	3	3	4	3	4	4	3	3	3	3	3	3	3.2 5
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102	2	3	2	2	3	3	3	3	3	3	3	3	3	2	3	3	3	2	3	3	2.7 5
103	2	3	3	2	4	2	4	4	4	4	4	4	3	2	3	4	4	4	4	3	3.3 5
104	3	3	4	2	4	4	4	3	2	2	4	3	3	2	3	4	4	3	3	2	3.1
105	4	4	4	3	4	3	4	3	3	2	3	3	2	2	3	3	3	2	3	3	3.0 5
106	4	4	4	3	4	3	4	3	3	2	3	3	2	2	3	3	3	2	3	3	3.0 5
107	2	2	2	3	4	3	3	2	2	3	3	3	4	2	2	3	3	3	4	2	2.7 5
108	2	2	2	1	3	3	3	2	1	2	3	2	2	2	2	2	2	2	2	2	2.1
109	3	3	4	1	3	3	3	2	2	2	3	3	3	2	3	3	3	3	3	2	2.7
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111	3	4	3	2	3	2	4	3	3	2	3	3	3	2	3	2	3	2	2	2	2.7
112	3	3	3	2	3	2	3	3	2	2	3	3	3	2	3	3	3	3	3	2	2.7
113	3	3	4	2	3	3	3	2	2	2	3	2	3	2	2	3	3	3	3	2	2.6 5
114	3	2	2	2	3	1	4	3	2	2	4	3	3	2	3	2	3	3	3	2	2.6
115	2	3	3	3	4	2	4	4	4	3	4	3	2	2	4	4	3	4	4	3	3.2 5
116	3	3	2	2	4	3	4	3	3	2	4	3	3	1	3	3	3	3	4	2	2.9
117	3	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3.0 5

Lampiran 3

Koefisien Validitas

Correlations

		Correlations																				
		item 1	item 2	item 3	item 4	item 5	item 6	item 7	item 8	item 9	Item 10	Item 11	Item 12	Item 13	Item 14	Item 15	Item 16	Item 17	Item 18	Item 19	Item 20	total
item1	Pearson Correlation	1	.447*	.468*	.194*	.022	.145	.180	.102	.224*	- .132	.276*	.241*	.054	.089	.176	.044	.160	.045	.050	- .089	.378*
	Sig. (2-tailed)		.000	.000	.036	.815	.119	.052	.274	.015	.157	.003	.009	.560	.343	.058	.641	.084	.630	.594	.337	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item2	Pearson Correlation	.447*	1	.671*	.122	.012	.220*	.329*	.344*	.477*	.307*	.311*	.489*	.109	.180	.410*	.198*	.169	.067	- .104	.366*	.648*
	Sig. (2-tailed)	.000		.000	.191	.898	.017	.000	.000	.000	.001	.001	.000	.242	.052	.000	.033	.069	.473	.265	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item3	Pearson Correlation	.468*	.671*	1	.069	.065	.277*	.223*	.198*	.268*	.179	.159	.250*	- .017	.215*	.226*	.301*	.297*	.164	- .052	.205*	.550*
	Sig. (2-tailed)	.000	.000		.788	.798	.000	.000	.000	.000	.001	.001	.000	.242	.052	.000	.033	.069	.473	.265	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117

	Sig. (2-tailed)	.000	.000		.459	.487	.002	.016	.033	.003	.054	.087	.007	.856	.020	.014	.001	.001	.078	.580	.027	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item4	Pearson Correlation	.194*	.122	.069	1	.282*	.109	.000	.168	.269*	.098	.222*	.060	.136	.217*	- .014	.093	- .032	- .040	- .031	.202*	.329*
	Sig. (2-tailed)	.036	.191	.459		.002	.242	1.000	.070	.003	.295	.016	.521	.144	.019	.879	.319	.731	.669	.742	.029	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item5	Pearson Correlation	.022	.012	.065	.282*	1	.175	.362*	.206*	.049	.175	.153	- .026	- .154	- .202*	.147	.193*	.109	- .087	.279*	.121	.291*
	Sig. (2-tailed)	.815	.898	.487	.002		.060	.000	.026	.599	.059	.099	.778	.097	.029	.115	.037	.243	.353	.002	.192	.001
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item6	Pearson Correlation	.145	.220*	.277*	.109	.175	1	.249*	- .093	- .160	.235*	.093	- .034	.120	.088	.023	.034	- .030	.102	.039	.022	.292*
	Sig. (2-tailed)	.119	.017	.002	.242	.060		.007	.321	.085	.011	.320	.716	.197	.346	.808	.719	.745	.274	.675	.810	.001
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item7	Pearson Correlation	.180	.329*	.223*	.000	.362*	.249*	1	.338*	.066	.117	.388*	.198*	.109	- .096	.315*	.134	.018	.075	.232*	.062	.439*

	Sig. (2-tailed)	.052	.000	.016	1.000	.000	.007		.000	.477	.209	.000	.032	.241	.301	.001	.149	.844	.422	.012	.507	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item8	Pearson Correlation	.102	.344*	.198*	.168	.206*	- .093	.338*	1	.770*	.469*	.311*	.432*	- .114	.090	.520*	.523*	.570*	.330*	.262*	.217*	.678*
	Sig. (2-tailed)	.274	.000	.033	.070	.026	.321	.000		.000	.000	.001	.000	.222	.336	.000	.000	.000	.000	.004	.019	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item9	Pearson Correlation	.224*	.477*	.268*	.269*	.049	- .160	.066	.770*	1	.385*	.339*	.528*	.087	.285*	.525*	.442*	.511*	.285*	.259*	.312*	.715*
	Sig. (2-tailed)	.015	.000	.003	.003	.599	.085	.477	.000		.000	.000	.000	.351	.002	.000	.000	.000	.002	.005	.001	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item10	Pearson Correlation	- .132	.307*	.179	.098	.175	.235*	.117	.469*	.385*	1	- .004	.314*	- .035	.232*	.303*	.337*	.377*	.313*	.082	.445*	.552*
	Sig. (2-tailed)	.157	.001	.054	.295	.059	.011	.209	.000	.000		.966	.001	.708	.012	.001	.000	.000	.001	.379	.000	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item11	Pearson Correlation	.276*	.311*	.159	.222*	.153	.093	.388*	.311*	.339*	- .004	1	.543*	.430*	.095	.450*	.135	.081	.353*	.357*	.126	.582*
	Sig. (2-tailed)																					

	Sig. (2-tailed)	.003	.001	.087	.016	.099	.320	.000	.001	.000	.966		.000	.000	.309	.000	.148	.386	.000	.000	.176	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item1 2	Pearson Correlation	.241* *	.489* *	.250* *	.060	- .026	- .034	.198*	.432* *	.528* *	.314* *	.543* *	1	.377* *	.121	.688* *	.245* *	.445* *	.369* *	.156	.306* *	.679* *
	Sig. (2-tailed)	.009	.000	.007	.521	.778	.716	.032	.000	.000	.001	.000		.000	.193	.000	.008	.000	.000	.092	.001	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item1 3	Pearson Correlation	.054	.109	- .017	.136	- .154	.120	.109	- .114	.087	- .035	.430* *	.377* *	1	.220* *	.196* *	- .001	- .153	.002	.069	.059	.259* *
	Sig. (2-tailed)	.560	.242	.856	.144	.097	.197	.241	.222	.351	.708	.000	.000		.017	.034	.992	.099	.987	.457	.525	.005
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item1 4	Pearson Correlation	.089	.180	.215* *	.217* *	- .202* *	.088	- .096	.090	.285* *	.232* *	.095	.121	.220* *	1	.024	- .019	- .081	.079	- .259* *	.041	.267* *
	Sig. (2-tailed)	.343	.052	.020	.019	.029	.346	.301	.336	.002	.012	.309	.193	.017		.800	.835	.384	.396	.005	.658	.004
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item1 5	Pearson Correlation	.176	.410* *	.226* *	- .014	.147	.023	.315* *	.520* *	.525* *	.303* *	.450* *	.688* *	.196* *	.024	1	.288* *	.346* *	.237* *	.258* *	.287* *	.651* *

	Sig. (2-tailed)	.058	.000	.014	.879	.115	.808	.001	.000	.000	.001	.000	.000	.034	.800		.002	.000	.010	.005	.002	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item1 6	Pearson Correlation	.044	.198*	.301*	.093	.193*	.034	.134	.523*	.442*	.337*	.135	.245*	-	-	.288*	1	.485*	.406*	.323*	.243*	.543*
				*					*	*	*		*	.001	.019	*		*	*	*	*	*
	Sig. (2-tailed)	.641	.033	.001	.319	.037	.719	.149	.000	.000	.000	.148	.008	.992	.835	.002		.000	.000	.000	.008	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item1 7	Pearson Correlation	.160	.169	.297*	-	.109	-	.018	.570*	.511*	.377*	.081	.445*	-	-	.346*	.485*	1	.501*	.330*	.236*	.537*
				*	.032		.030		*	*	*		*	.153	.081	*	*		*	*	*	*
	Sig. (2-tailed)	.084	.069	.001	.731	.243	.745	.844	.000	.000	.000	.386	.000	.099	.384	.000	.000		.000	.000	.010	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item1 8	Pearson Correlation	.045	.067	.164	-	-	.102	.075	.330*	.285*	.313*	.353*	.369*	.002	.079	.237*	.406*	.501*	1	.521*	.050	.474*
					.040	.087			*	*	*	*	*				*	*		*		*
	Sig. (2-tailed)	.630	.473	.078	.669	.353	.274	.422	.000	.002	.001	.000	.000	.987	.396	.010	.000	.000		.000	.589	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item1 9	Pearson Correlation	.050	-	-	-	.279*	.039	.232*	.262*	.259*	.082	.357*	.156	.069	-	.258*	.323*	.330*	.521*	1	.071	.373*
			.104	.052	.031	*			*	*		*			.259*	*	*	*	*			*

	Sig. (2-tailed)	.594	.265	.580	.742	.002	.675	.012	.004	.005	.379	.000	.092	.457	.005	.005	.000	.000	.000		.446	.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
item20	Pearson Correlation	-.089	.366*	.205*	.202*	.121	.022	.062	.217*	.312*	.445*	.126	.306*	.059	.041	.287*	.243*	.236*	.050	.071	1	.449*
	Sig. (2-tailed)	.337	.000	.027	.029	.192	.810	.507	.019	.001	.000	.176	.001	.525	.658	.002	.008	.010	.589	.446		.000
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117
total	Pearson Correlation	.378*	.648*	.550*	.329*	.291*	.292*	.439*	.678*	.715*	.552*	.582*	.679*	.259*	.267*	.651*	.543*	.537*	.474*	.373*	.449*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.001	.000	.000	.000	.000	.000	.000	.005	.004	.000	.000	.000	.000	.000	.000	
	N	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117	117

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).



Lampiran 4

Koefisien Reliabilitas

Reliability

Reliability Statistics

Cronbach's	
Alpha	N of Items
.823	20



Lampiran 5

Uji Beda Kepuasan Konsumen Laki-Laki dan Perempuan

T-Test

Group Statistics

	Kode	N	Mean	Std. Deviation	Std. Error Mean
nilai	1	37	57.18	5.686	.590
	2	80	60.33	5.264	1.075

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
nilai	Equal variances assumed	.054	.816	-2.456	115	.016	-3.151	1.283	-5.692	-.609
	Equal variances not assumed			-2.571	38.070	.014	-3.151	1.226	-5.632	-.670

Lampiran 6

Oneway

Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
nilai	Based on Mean	.006	1	115	.937
	Based on Median	.042	1	115	.839
	Based on Median and with adjusted df	.042	1	114.253	.839
	Based on trimmed mean	.014	1	115	.908

ANOVA

nilai

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	144.371	1	144.371	4.541	.035
Within Groups	3656.210	115	31.793		
Total	3800.581	116			